

*DEPARTMENT OF HEALTH AND HOSPITALS  
OFFICE OF PUBLIC HEALTH*

---

*TOBACCO CONTROL PROGRAM*



Louisiana  
Tobacco Control  
Program

*PROGRAM REVIEW AND EVALUATION  
2004-2005*

# Louisiana Tobacco Control Program Program Review and Evaluation 2004~2005

---

## Table of Contents

	Page
I. Introduction	2
II. Data Sources	3
III. Results	4
A. Surveillance	
B. Programs	
i. Cessation	
ii. Secondhand Smoke	
iii. Initiation	
iv. Disparities	
C. Communication & Dissemination	
D. Evaluation	
i. Program Evaluation	
ii. Strategic Evaluation	
iii. Strategic Planning	
IV. Appendices	13
A. Logic models	
B. LTCP Strategic Plan Review 2004-05	
C. 2005 National Tobacco Conference Abstracts	
D. LTCP Contractor activities	
E. Electronic Progress Tracking System report	

## **I. Introduction**

In Louisiana, the annual health care cost directly caused by smoking is estimated at \$1.3 billion. According to 2003 BRFSS data, approximately 26.5% of adults in Louisiana are current smokers. Approximately 25% of La. high school students (or 69,400 students) smoke cigarettes, and 15.4% of male high school students use smokeless or spit tobacco. Over 12,000 youth under the age of 18 become new daily smokers each year, and similar amounts are exposed to secondhand smoke in their homes.

Data shows that over 6000 Louisiana adults die annually from smoking, over 100,000 youth under age 18 and alive in Louisiana today will die prematurely from subsequent smoking, and secondhand smoke exposure causes from 700-1250 deaths a year among Louisiana adults, children, and infants. The costs cited above do not include health and non-health costs from secondhand smoke, smoking related fires, smokeless tobacco use, or cigar use.

According to 1999 data, almost two-thirds (64%) of the state's citizens are protected from involuntary exposure to secondhand smoke at work. The state's tobacco excise tax is currently 36 cents per pack, making Louisiana the 42<sup>nd</sup> lowest state in the U.S. in state tobacco excise taxes. The average of all states is 91 cents per pack.

The Louisiana Tobacco Control Program (LTCP) is a division of the Chronic Disease Program, in the Center for Health Policy, Information and Promotion of the Louisiana Office of Public Health. The LTCP is the central agency in Louisiana coordinating tobacco control programs, surveillance and evaluation statewide for the Office of Public Health.

LTCP's mission is to promote partnerships by using research-based strategies for tobacco prevention, control and awareness in order to empower citizens to make healthy lifestyle choices. The vision of LTCP is to create a tobacco-free Louisiana. This vision will be accomplished through eliminating exposure to ETS, promoting quitting among young people and adults, preventing initiation among young people, and identifying and eliminating disparities among populations.

The purpose of this Annual Report is to document ongoing activities and outcomes of the LTCP from July 1, 2004-June 30, 2005.

## **II. Data Sources**

Data for this program review comes from several sources. Surveillance data comes from the 2002 Louisiana Behavioral Risk Factor Surveillance System (BRFSS), the 2002 Smoking Attributable Mortality, Morbidity, and Economic Cost summary (SAMMEC II); the 2000 Louisiana Youth Tobacco Survey (LYTS), and research data at the Campaign for Tobacco Free Kids (CTFK). Comprehensive methodology for each of these data sources is available on request.

Outcome data for Louisiana comes from Progress Tracking System data collected by field staff in Louisiana; from data reported to the CDC Chronicles, and field reports from grantee agencies.

Data on review of the LTCP strategic plan come from interviews with program staff and review of LTCP documents and activities.

Data from the media campaign evaluation come from Riester Robb, Inc.

### **III. Results**

#### **III. A. Surveillance**

The Behavioral Risk Factor Surveillance System (BRFSS) is a major source of data estimating the rates of tobacco use by Louisiana adults over the age of 18. In 2004 (the last year data is available), tobacco use among Louisiana adults over the age of 18 decreased to equal a 15 year low of 23.5% (from a high of 26.5% in 2003). The highest rates of tobacco use remain among young adult smokers in Louisiana (27.3%) and among adults age 45-54 (28.6%). Males in Louisiana continue to smoke at higher rates than females (26.8% to 20.4%). Rates of smoking remain slightly higher among whites (24.3%) than among Blacks (21.3%). Rates of tobacco use remain highest among those making less than \$25,000 a year (28.0%), and among those with less than a high school diploma (33.1%). The Louisiana BRFSS also shows a likely reduction in smoking intensity among those Louisiana citizens continuing to smoke (from 20.4% smoking everyday in 2003 to 16.9% smoking ever day in 2004).

Opinions of adults in Louisiana about tobacco use were gathered in 2004 from a survey conducted by Reister-Robb on behalf of the Louisiana Office of Public Health. A total of 406 respondents, one half of whom were current tobacco users and one half non-users, participated in the survey. Almost two-thirds (61%) said that smoking was a very important issue of public concern. Similarly high numbers said that tobacco use by pregnant women, women of infants, youth smokers, and exposure to secondhand smoke were also of public health concern, regardless of their smoking status. Smokers felt significantly less strongly that adult smokers were a public health concern compared to nonsmoker respondents. Smokers experienced on average significantly greater exposure to secondhand smoke than did nonsmokers. Among smokers, 61% indicated plans or desire to quit smoking. Two thirds (64%) of respondents said that the policy in their homes is nonsmoking- no smoking allowed anywhere in the home (86% of nonsmokers and 41% of smokers). Less than one- third of respondents were aware of either sources of help in Louisiana for smoking cessation or of the Louisiana Quitline (1-800-LUNG USA).

Tobacco rates among youth in Louisiana derive from the Louisiana Youth Tobacco Survey. The LTCP had as a major goal in 2004-05 to lay groundwork for conducting a successful Louisiana Youth Tobacco Survey (LYTS) in Fall 2005. Towards this goal, LTCP worked with Louisiana Tobacco Free Living (TFL) to revise the LYTS, last conducted in the state in 2000. *The conduct, evaluation and dissemination of the 2005 LYTS will be a major initiative and cornerstone of success in evaluating the state's cumulative efforts in reducing youth tobacco use.*

#### **III. B. Programs**

##### **III. B. i. Cessation**

Tobacco cessation is a major component of the LTCP. The LTCP targets select groups with higher rates or consequences of tobacco use, such as adults, pregnant women, the uninsured, and older populations. The LTCP seeks to implement cessation activities through collaboration with healthcare networks, community based

organizations, physician practices, pharmacists' association, grassroots organizations, and college campuses. LTCP also seeks to evaluate its cessation mission, goals, service delivery, and program planning to attract more clients and avoid alienating consumers. Multiple indicators on cessation are listed in Louisiana's CDC Chronicle. A LTCP logic model on tobacco use cessation was also developed and modified for initial use during 2004-05 (see appendix).

The statewide cessation interventions are primarily aimed at reducing the incidence and prevalence of tobacco-related illness through:

1. Increased insurance coverage of tobacco cessation resources.
2. Increased public awareness of cessation resources and the cessation quitline in the state.
3. Increased number of healthcare professionals trained in the 5A Cessation Model.

A major accomplishment was that the state health plan approved nicotine replacement therapy as a reimbursed benefit for state employees.

The Louisiana Quitline services have utilized the American Lung Association of Louisiana (ALAL) 1-800-LUNG-USA services since 2000. The Quitline offers free cessation counseling, general information, community resources and referrals to support tobacco users attempting to end their tobacco addictions. *The Quitline services were enhanced in 2004-05 by transitioning from reactive to proactive counseling, extending the hours of operation, and recruiting additional staff to complement a culturally specific area in the state.*

The LTCP also provides ongoing support (through ALAL) for Freedom from Smoking (FFS) clinics in every region of the state. The FFS program is highly structured and offers a systematic approach to quitting. It focuses on behavior change and assisting recovering smokers with strategies to stay quit. The model has eight sessions, with a quit day by the third session. Free nicotine replacement therapy is available while attending the FFS clinic as appropriate.

Social Marketing Services (SMS), LLC, collaborated with one of the Louisiana Tobacco Control Program's former media contractors to develop the *Life After Tobacco*™ Campaign to increase the number of older smokers seeking support and the number of older smokers who remain tobacco free after receiving support. The Campaign supported a self-help guide with personal success stories, expert advice, and an individualized quit plan; an advertising campaign for the older smoker segment, including TV, print, radio ads, and promotional/PR extensions; and a network of organizations providing services to individuals over 50, such as AARP, the Governor's Office for Elderly Affairs, Louisiana Pharmacy Association, and the Attorney General's Office. The members of the network give out referral cards that include the 1-800-QUIT-NOW cessation helpline number and also list the benefits of quitting smoking.

### **III. B. ii. Secondhand Smoke**

The LTCP has as one of its primary goals the continued reduction of secondhand smoke (SHS) exposure among Louisiana residents. In 2003, the LTCP developed a strategic plan with four primary goals:

- Restoring local control
- Increasing the state tobacco excise tax
- Adopting local policies
- Creating an African-American infrastructure

The goal of restoring local control was achieved in large part in 2003 when the Louisiana Legislature in part overturned preemption. Multiple indicators on SHS of initiation are listed in Louisiana's CDC Chronicle. A LTCP logic model on reducing secondhand smoke exposure also was developed and modified for initial use during 2004-05 (see appendix).

Primary goals for 2004-05 included:

1. Increased advocacy efforts for smoke free policies in public places.
2. Increased advocacy for 100% TFS policies.

A major increasing priority for the LTCP is supporting education and advocacy efforts to promote smoke-free ordinances. Successes at policy adoption occurred in the past year through technical assistance, training and advocacy efforts of funded partners. For instance, on July 7, 2005, the City of Grambling passed a No-Smoking Ordinance. Trained youth in the state testified at the Lafayette City Council for a Smoke Free Work Place ordinance and also submitted information on amendments that were added to help stop exemptions to nursing homes.

### **III. B. iii. Initiation**

Prevention of initiation of tobacco use among Louisiana youth is a major purpose of the LTCP. Multiple indicators on prevention of initiation are listed in Louisiana's CDC Chronicle. A LTCP logic model on preventing initiation was developed and modified for initial use during 2004-05 (see appendix). Major goals related to initiation prevention in 2004-05 included:

- 1) Training youth across the state to be tobacco control advocates and engage in tobacco prevention activities.
- 2) Promoting adoption of tobacco-free schools (TFS) and increasing the number of schools in the state that have adopted a 100% TFS policy.
- 3) Supporting grassroots efforts to educate policy-makers about need for increasing the state tobacco excise tax.

Goal one was met primarily through support of the LTCP's Youth Advocacy consultant. The consultant worked to train youth across the state, with trainings for over 200 youth and over adults in empowerment activities. Documented successes of youth

involvement with tobacco advocacy occurred via presentations and petitions to strengthen and establish local smoke-free ordinances.

Goal two was met through a variety of contracted agencies working with local school districts and trainings of youth. The LTCP is also working with TFL of Louisiana to promote adoption of 100% TFS's.

Goal three was met through several means. Presently, the tax on cigarettes in Louisiana is 36 cents, well below the national average. During the December 2004 LTCP Annual Tobacco Conference, members of clergy from around the state unanimously decided to pursue a tobacco tax increase of 60 cents as a proven strategy to reduce youth initiation of tobacco use. The LTCP supports faith-based tobacco efforts through the Louisiana Interfaith Health Project. The LTCP supported a proposal by the Louisiana Interfaith Health Project for a \$125,000 grant from the Campaign for Tobacco-free Kids to increase advocate actions in support of raising the state's tobacco excise tax. The grant was partially funded in the 2004-05 period.

4. Conduct media literacy trainings to mobilize communities across the state to support the above goals. Multiple trainings for youth and adults occurred statewide. Further details about these efforts are listed in Appendix D.

### **III. B. iv. Disparities**

The LTCP continues to have reduction of tobacco-related health disparities as a major policy goal. The LTCP expanded support in the last three years for faith-based efforts to reduce tobacco-related disparities and support other programmatic policy goals in initiation, cessation and secondhand smoke. Multiple indicators on disparities are listed in Louisiana's CDC Chronicle

During 2004-05, the LTCP had primary goals for tobacco-related disparities to decrease the prevalence of smoking among various disparate populations (18-24 year olds, African Americans, and smokers over the age of 50) in Louisiana. The specific goal was to decrease tobacco-related disparities among 18-24 year olds by establishing smoke-free environments on college campuses in the state, and to decrease smoking prevalence among African Americans by establishing a coalition which addresses tobacco-related disparities among African Americans.

To reach these goals, LTCP worked with funded partners to advance smoke-free policy development at Louisiana colleges. For instance, the Gibsland Community Resource Center established a working group at Louisiana Tech University (Student Nursing Association) that conducted a campus survey (developed from the STEP BY STEP Program). The LTCP also worked with Bacchus and Gamma to present modules on smoke-free college campuses to contractors to work with their perspective colleges and universities. A presentation to College and University Presidents and Chancellors resulted in thirteen campuses signing on to the program. Two Smoke-free College Initiative Summits were held in Thibodaux and in Bossier City. As a result of these efforts last year, one school is considering the possibility of a smoke-free campus, one campus made their Nursing School a smoke-free campus, one was awarded a grant to



educate students and the surrounding communities about second hand smoke, and another campus is planning designated smoking areas.

LTCP also continued to support the Louisiana Interfaith Health Project in its work to develop infrastructure, network, build capacity, develop policy advocacy, and increase collaboration. The goal is to build a statewide infrastructure to enable faith leaders to be fully integrated into state tobacco control efforts. The goal in 2004-05 was to finish development of an initial trained faith-based to result in an informed and organized group of congregational health advocates. During the year, the project focused its efforts on:

- Capacity building activities, i.e., educating faith-based stakeholders on tobacco control issues through presentations, dissemination of literature, and congregational meetings around the state on how the church can promote tobacco prevention;
- Policy development, i.e, promoting and supporting policies that help reduce tobacco use and promote quitting among all adults;
- Collaboration with other partners including the Coalition for a Tobacco Free Louisiana and their campaign to pass legislation regarding smoke-free public places, the American Heart Association, the American Lung Association of Louisiana, American Cancer Society, the Office of the Social Apostolate of the Archdiocese; and
- Providing a networking forum for faith leaders to share ideas about tobacco control efforts.

The network now includes faith leaders from the following faith traditions: National Baptist, Southern Baptist, Muslim, Catholic, Church of God In Christ, Lutheran, Christian Methodist Episcopal (CME), Full Gospel Baptist, Pentecostal, Apostolic and the Bahai faith. During the year, the network had support and leadership from Bishop Thomas Hoyt, Jr., the presiding bishop of the CME's Fourth Episcopal District. Bishop Hoyt works with 240 pastors and 320 congregations in an area that covers all of Mississippi and Louisiana. He is also the current president of the National Council of Churches, USA. The Interfaith Health Project also developed a statewide chapter of the National Health Ministries Association (NHMA). The Project brought together over 200 faith leaders from across the state during the LTCP's Annual tobacco conference in December, 2004.

### **III. C. Communication and Dissemination**

The LTCP utilizes several mechanisms to disseminate public information about its mission and programs. In 2004-05, the LTCP utilized the following mechanisms for dissemination:

- The LTCP Web site
- The La. DHH Newsletter
- The 2005 National Conference on Tobacco or Health
- The annual LTCP tobacco conference
- Response to consumer requests

The LTCP Web site is hosted by the La Department of Health and Hospitals (DHH) through the Office of Public Health. The LTCP Web site is a major portal for communicating with multiple stakeholders in the state about the work, programs and data of the LTCP and associated stakeholders. In 2004-05, an external review of the LTCP's Web site was conducted (see Appendix). *The external review of the LTCP Web site demonstrated that the site is a potential major resource for communication, that it is currently not optimally utilized (e.g. drafting and disseminating press releases on program activities, current program data), and that resources should be expended in 2005-06 to more regularly update the Web site, as well as evaluate its success in meeting program objectives.*

The Louisiana DHH Newsletter is a monthly publication of the Louisiana Department of Health and Human Services to disseminate information about Louisiana DHH programs to its employees statewide. The LTCP program had nine articles on program activities in the DHH Newsletters in 2004-05 (3 articles in August, 1 article in September, November, and December, and 3 articles in February 2005). *The LTCP should continue submitting articles on a regular (monthly) basis to the DHH Newsletter to keep Louisiana DHH employees current about the LTCP program activities.*

The 2005 National Conference on Tobacco or Health was held in Chicago IL, May 4-6, 2005. Over 3000 people attended, representing every state in the U.S. and many foreign countries. The LTCP had 8 abstracts accepted for presentation at the national meeting. However, because of funding constraints in the LTCP office, LTCP staff were not able to attend the 2005 national conference. *Securing funds to send appropriate LTCP staff to national meetings for staff development must be a high priority in future communication plans.*

The 9th Annual LTCP Tobacco Conference was entitled: Leaders and Innovators Pressing On: The Movement...Then, The Vision...Now, Inclusion Always. The 2005 conference represented an expansion from previous annual conferences through a widened collaboration with other DHH agencies, including the La. Office of Addictive Disorders, The Coalition for a Tobacco- Free Louisiana; Louisiana Campaign for Tobacco-Free Living, and the Louisiana Office of Public Health's Heart Disease and Stroke, Diabetes and Asthma Programs. More than 350 participants attended the 9th annual Conference, and an independent evaluation of the conference was conducted by

the Nursing Services program of the Louisiana Office of Public Health. The evaluation (with 247 responses) showed high scores for participant satisfaction, achieving goals and speaker competence. Community organizations, advocacy groups, decision makers, and other statewide partners reported excellent opportunities for networking, sharing triumphs and barriers to success, and developing new strategies. *Statewide conferences, particularly ones that foster collaboration between other public health organizations in La. dedicated in part to the reduction of tobacco use, clearly help the LTCP achieve its goals.*

Major ongoing functions of the LTCP involve responding to consumer and policy-maker requests for data, information and other tobacco education materials. The LTCP does not currently report on the total numbers of requests for materials or services. *Tracking requests for materials or services rendered by the LTCP on behalf of La citizens will better document the scope of this LTCP function.*

Finally, as the LTCP collects surveillance and evaluation data central to the health of Louisiana's citizens, it recognizes a responsibility to disseminate scientific data through the medical literature. Towards that end, the LTCP instituted a writing workshop for scientific publication for its core LTCP staff in 2004-05, and it sponsored a writing workshop at its statewide Annual Tobacco Conference. *A goal for submission or participation in at least one scientific article a year in a medical or public health publication will allow the LTCP to contribute to the scientific literature on what works in tobacco control in Louisiana.*

### **III. Evaluation**

#### **III. D. i. Program Evaluation**

The LTCP conducts many evaluation activities annually. Evaluation activities are supported within the LTCP administrative program, in consultation with state evaluation services, and through independent external evaluations. In 2004-05, the LTCP contracted with the Tobacco Prevention and Evaluation Program (UNC TPEP) at the University of North Carolina at Chapel Hill to assist the LTCP in strengthening evaluation and surveillance capacity, including strategic evaluation and surveillance.

Over the course of 2004-05, the LTCP developed increased capacity to utilize logic models to guide core LTCP program activities. Logic models were developed in 3 of 4 LTCP program areas (initiation, cessation, secondhand smoke). A LTCP evaluation logic model was also completed (see appendix). The LTCP worked with UNC TPEP to conduct logic model training for the LTCP staff and funded LTCP partners.

The LTCP implemented UNC TPEP's recommendation to form a LTCP Evaluation Advisory Board. Two meetings of the Advisory Board were held to review evaluation activities and to make recommendations for future improvements in evaluation.

The LTCP began a revision to its evaluation tracking systems. At the recommendation of TPEP, LTCP beta tested and began implementing an electronic Progress Tracking System (PTS) specifically developed for LTCP and its funded collaborations. A copy of a report generated from the revised system is included in the appendix.

The LTCP provided evaluation assistance to many of its funded partners in 2004-05 on developing and analyzing evaluation instruments, including college tobacco use surveys, the Louisiana Adult Tobacco Survey, the proposed 2005 Louisiana Youth tobacco Survey and the ALA perinatal smoking cessation survey.

#### **III. D. ii. Strategic Evaluation**

Because of significant changes in the landscape of tobacco control in Louisiana during the last 2-3 years, the LTCP also asked TPEP to conduct an independent evaluation of progress of the LTCP in implementing its five-year strategic plan that was originally drafted in 2003.

Changes that occurred included many tobacco control partners transitioning from min-grants to capacity building status; the Tobacco Free Living (TFL) program becoming a major source of statewide leadership and funds for tobacco; the state tobacco excise tax was increased; and preemption was partially overturned. Because of these landscape changes, the University of North Carolina Tobacco Prevention and Evaluation Program (UNC TPEP) reviewed the LTCP's 2003 Strategic Plan, current logic models, action plans and events that have transpired since the plan was created. UNC TPEP also conducted an extensive on-site review of plan activities and accomplishments in a two-day meeting with LTCP staff in March, 2005, and through attending two state summits.

The full report of the strategic plan is in the appendix, but recommendations from the report included:

- Updating LTCP's mission and vision statement to better serve the strategic interests of the program during the coming years.
- Organizing strategic goals by priority goals as delineated in logic models and its CDC plan, such as:
- Strategic funding of unique state programs, such as college tobacco use and faith-based programs until other funding sources for these populations become available.
- Fully developing, utilizing and communicating the following perceived strengths:
  - LTCP is a central repository and disseminator of statewide tobacco surveillance and evaluation data.
  - LTCP has a strong ability to facilitate new collaborations, partnerships and start-up programs.
  - LTCP has a unique ability to partner with local, state and national public health interests.
  - LTCP's commitment to and experience with diversity cuts across all program goals.
- Collaborating with TFL staff, and other statewide partners, to create a statewide strategic plan by the end of 2005 that is: comprehensive, collaborative, avoids duplication of services and programs, and takes advantage of the strengths of each partner.
- Conducting an Annual Program Review, the first of which should be completed by August 2005, adopt an evaluation logic model, adopt changes to its strategic plan, and develop and implement a strategic web-based communications plan.

### **III. D. iii. Strategic Planning**

In 2003-04, the landscape of tobacco control changed significantly in Louisiana with the establishment of the Louisiana Tobacco Free Living (TFL) program. TFL is a statewide tobacco control program funded by a state excise tax on tobacco passed in 2002. TFL is currently funded by two cents of 0.36 cents total tax collected by the state on each pack of cigarettes sold. With significantly increased funding, TFL began to take on some initiatives traditionally nurtured and supported by the LTCP.

As a result, the LTCP undertook a major initiative in 2004-05 to establish long-term working relationships, planning and coordination of program activities with TFL. Initially, this was accomplished through a MOU between the agencies. Subsequent agreements have begun to delineate sharing of resources and strategic plans.

## **IV. Appendix**

- A. LTCP Logic models
- B. LTCP Strategic plan review 2004-05
- C. LTCP abstract presentations 2005 National Tobacco Conference
- D. Summary of LTCP Contractor activities

## Appendix A. LTCP Logic models

### Prevent initiation to tobacco use among young people

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES
LTCP Staff Peers Against tobacco Community Grantees Youth Advocacy Consultant New Orleans Saints Governor's Council on Physical Fitness and Sports	Encourage youth to become tobacco use prevention advocates Encourage development of Peers Against Tobacco group Encourage community (adult and youth) advocacy efforts (including new group formation) with funded partners for increased state tobacco excise tax Conduct media literacy trainings to mobilize communities ( <i>for?</i> )	# of new Peers Against Tobacco groups formed and/or funded # of youth trainings on tobacco use, excise tax & SHS # of trained youth # of youth attending summit # of youth-led activities/events # of groups/partners trained to work on excise tax issue # of opinion ed., calls, & meetings with legislators about excise tax # of trainings on media literacy # of coalitions using media advocacy	<b>Short Term</b> Increased youth knowledge of dangers of tobacco use and SHS Increased number of youth & youth groups actively involved in tobacco policy activities Increased policy maker support for excise tax increase Increased knowledge of media literacy by youth and adult leaders <b>Intermediate</b> Increased excise tax on tobacco products <b>Long term</b> Decreased youth initiation and prevalence of tobacco use Decreased tobacco related morbidity and mortality

# **Eliminate exposure to secondhand smoke (SHS) Logic Model 2005<sup>1</sup>**

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES
<p>LTCP staff</p> <p>Community grantees</p> <p>Riester-Robb (media)</p> <p>Coalition for Tobacco Free Louisiana (policy)</p> <p>American Lung Association of Louisiana</p> <p>La School Districts (64)</p>	<p>Promote awareness of dangers of SHS through Breathe Easy Bayou print and radio campaign</p> <p>Encourage community (adult and youth) advocacy efforts with funded partners for smoke-free policy adoption in communities<sup>2</sup></p> <p>Promote adoption of 100% tobacco-free policies in schools through funded partners in communities and through state regulatory changes</p> <p>Promote development of local coalitions to advocate for policy change</p> <p>Communicate updates on policy change to coalitions, policy makers and funded partners</p> <p>Work with TFL on cooperative projects</p>	<ul style="list-style-type: none"> <li>• Reach of paid media</li> <li>• # of earned media messages on SHS or for smoke-free policy change</li> <li>• # of schools working on 100% TFS policy</li> <li>• # meetings in schools with school officials</li> <li>• # of coalitions advocating for policies changes on SHS and local control</li> <li>• # of action plans or % of deliverables developed and implemented for working on smoke-free policies</li> <li>• # of contracts including advocacy for restoring local control in their deliverables</li> <li>• Website resources developed with information on local ordinances (may include industry contributions and legislative voting records)</li> <li>• # of cooperative projects between LTCP and TFL</li> </ul>	<p><b>Short term</b></p> <ul style="list-style-type: none"> <li>• Increased public knowledge and awareness of dangers of SHS</li> <li>• Increased local public support for adoption and enforcement of smoke-free policies</li> <li>• Increased number of communities voting for local ordinances</li> <li>• Increased state and local policy maker support for 100% TFS's</li> </ul> <p><b>Intermediate</b></p> <ul style="list-style-type: none"> <li>• Increased # of 100% TFS districts</li> <li>• Increased number of new local and/or Parish smoke-free ordinance adopted</li> </ul> <p><b>Long term</b></p> <ul style="list-style-type: none"> <li>• Decreased youth and adult exposure to SHS</li> <li>• Decreased tobacco-related morbidity and mortality</li> </ul>

1. Policy development to include businesses, restaurants, public places and schools. 2. Preemption was overturned in June 2002



## Promote quitting among adults and young people who use tobacco Logic Model 2005

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES
<p>LTCP staff</p> <p>CDC State-Based Tobacco Cessation Quitlines</p> <p>American Lung Association of Louisiana</p> <p>Riester-Robb</p> <p>American Cancer Society</p> <p>Coalition for a Tobacco Free Louisiana (CTFLA)</p> <p>Self help materials</p> <p>LSU Health Sciences Center School of Nursing</p>	<p>Promote statewide tobacco cessation resources</p> <p>Promote access to cessation resources for providers and clients, including</p> <ul style="list-style-type: none"> <li>• 1-800-LUNG USA cessation helpline</li> <li>• Freedom from Smoking (FFS) Clinics</li> <li>• Makes Yours a Fresh Start Family program</li> </ul> <p>Promote collaborations with community groups providing services to older adult smokers</p> <p>Promote meetings with insurance company benefit managers</p>	<ul style="list-style-type: none"> <li>• # of meetings with insurance companies advocating for increased cessation coverage</li> <li>• # of media messages (grp's, events, etc.) promoting cessation services</li> <li>• # of calls to helpline</li> <li>• # of trained FFS facilitators, trainers and clinic sites (increase from 10-16)</li> <li>• # partners promoting cessation on websites</li> <li>• Written dissemination of counseling resources to Louisiana State Medical Society (LSMS) members</li> <li>• # of healthcare professionals trained annually in 5A cessation model</li> </ul>	<p><b>Short term</b></p> <ul style="list-style-type: none"> <li>• Nicotine replacement therapy reimbursed for state employees</li> <li>• Increased # insurance companies w/ cessation coverage</li> <li>• Increased awareness, # calls, and referrals made by quitline</li> <li>• Increased # of smokers reached by FFS clinics and Fresh Start Family program</li> <li>• Increased # of pregnant women in Fresh Start</li> <li>• Increased proportion healthcare prof. providing 5A counseling</li> </ul> <p><b>Intermediate</b></p> <ul style="list-style-type: none"> <li>• Increase proportion of adult La smokers who report counseling</li> <li>• Increased reports of successful quit attempts</li> <li>• Increased successful quit attempts among pregnant women</li> </ul> <p><b>Long term</b></p> <ul style="list-style-type: none"> <li>• Reduced smoking prevalence</li> <li>• Reduced tobacco-related morbidity and mortality</li> </ul>

## Surveillance and Evaluation Logic Model 2005

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES
LTCP Staff  OPH Program Planning and Evaluation  TFL Evaluation team  State Epidemiology program  State Chronic Disease Program  State DOE  UNC- TPEP	Work with state DOE to support YTS  Work with TFL to assist in ATS conduct and dissemination  Prepares annual surveillance report on tobacco use in La.  Train funded partners on evaluation  Promote PTS use to partners  Compile annual report of all evaluation and surveillance activities  Ensure that all program activities have evaluation components  Ensure that logic models (program, evaluation and infrastructure are update annually)  Provide regular evaluation training for LTCP staff	Successful completion of YTS*  Successful completion of ATS  Successful completion of BRFSS  Successful completion of PTS reports  Completion of annual evaluation report  Successful establishment of 100% TFS school data tracking system  Successful conduct of meeting(s) to review program plan, progress and barriers  Successful review of PTS and Dissemination of reports to partners  # of annual trainings for LTCP staff and partners on evaluation  # annual trainings on youth empowerment  Logic models updated annually  # press releases generated to public  # reports placed on Web site	<b>Short Term</b> Increased capacity of LTCP to conduct evaluation activities  Increased capacity of LTCP partners to conduct evaluation activities  Recognition by La tobacco control partners of role the LTCP plays in statewide tobacco control evaluation efforts  Partners and managers document receiving evaluation information from LTCP  <b>Intermediate</b> LTCP able to document that program is effective  LA TCP able to use evaluation to improve program impact  <b>Long term</b> Decreased tobacco related morbidity and mortality

## **Appendix B. LTCP Strategic plan review 2004-05**

### **Review and Update of the Louisiana Tobacco Control Program Strategic Plan**

Revised 8/2/05

## **I. Introduction**

The Louisiana Tobacco Control Program (LTCP) created a 5-year Strategic Plan in July 2003 to fulfill requirements of funding from the Centers for Disease Control and Prevention. The Strategic Plan was created through a two-day statewide meeting of funded partners along with a consultant who helped draft the plan. The plan sought to provide a description of the programs' science-based and policy strategies based on specific state data; the processes for gathering data to use to inform program direction; a counter-marketing plan that includes media advocacy; a process for identifying population groups with tobacco-related disparities; and a process for ensuring diversity in the program. The plan was to involve all tobacco control activities for the state, regardless of funding source. The plan helped shape a mission and vision statement as well as specific action steps. Underlying values that shaped the plan involved a belief that the LTCP is a *leader* in the state's tobacco control program and that the LTCP works in *partnership*. The plan looked at the specific strengths, opportunities and threats to the program.

Over the two year period since the plan was produced and implemented, significant changes have occurred. Many tobacco control partners have transitioned from min-grants to capacity building status. The Tobacco Free Living (TFL) program was at its incipient stages in 2003, and now it has become a major source of statewide leadership and funds for tobacco control. A small increase in the state tobacco excise tax was passed, and preemption was partially overturned. Because of these landscape changes, the University of North Carolina Tobacco Prevention and Evaluation Program (UNC TPEP) reviewed the LTCP's 2003 Strategic Plan, current logic models, action plans and events that have transpired since the plan was created. UNC TPEP also conducted an extensive on-site review of plan activities and accomplishments in a two day meeting with LTCP staff in March, 2005, and through attending two state summits.

The purpose of this document is to:

- 1) assist the LTCP in reviewing its mission, vision, program and strategic goals, strengths and threats; and
- 2) recommend potential adjustments to the LTCP strategic plan.

The recommendations that follow are designed to act as a springboard for the LTCP, in conjunction with its partners, to make decisions that may impact on the programs activities and priorities in the next 2-3 years.

## II. Purpose

A major purpose of the strategic plan was to create “*a common direction and shared purpose of goals for LTCP*”. This purpose is as relevant in 2005 as it was in 2003.

## III. Mission

In reviewing the LTCP Mission, it appears that the current mission and vision may not fully serve or reflect the central activities of the program. UNC TPEP suggests that:

**LTCP consider updating its mission and vision statement to better serve the strategic interests of the program during the coming years.**

### Current Mission and Vision

LTCP’s mission is to promote partnerships by using research-based strategies for tobacco prevention, control and awareness in order to empower citizens to make healthy lifestyle choices.

The vision of LTCP is to create a tobacco-free Louisiana. This vision will be accomplished through eliminating exposure to ETS, promoting quitting among young people and adults, preventing initiation among young people, and identifying and eliminating disparities among populations.

### Potential Mission and Vision Statement modification:

*The mission of the Louisiana Tobacco Control Program (LTCP) is to utilize its leadership and experience in tobacco control surveillance, evaluation, program management, communication, and resource development to promote partnerships and collaborations that advance policies promoting a tobacco-free Louisiana.*

*The vision of LTCP is to create a tobacco-free Louisiana by working in statewide partnerships and collaborations for the elimination of secondhand smoke exposure, promoting smoking cessation among young people and adults, preventing initiation of tobacco use among young people, and identifying and eliminating tobacco-related health disparities.*

*The Logo of the LTCP could be modified to support an emphasis on leadership and collaboration.*

## IV. Program Goals

The four program goals of the strategic plan remain intact:

- Prevent initiation among young people
- Eliminate exposure to environmental tobacco smoke
- Identify and eliminate disparities among populations
- Promote quitting among young people and adults

## **V. Strategic goals**

The LTCP Strategic Plan developed four primary strategic goals in 2003:

- Restore local control
- Increase the tobacco excise tax
- Adopt local policies
- Create an African-American infrastructure

The goal of restoring local control was advanced in 2003 when the Louisiana legislature partially overturned preemption. The goal of increasing the state tobacco excise tax continues to be highly relevant and is on-going. While the goal of adopting local policies is highly relevant given the fact that local control is available to communities, some elements of the strategic plan, such as adoption of policies by healthcare providers, do not appear to be strategic priorities of the program.

**LTCP consider organizing strategic goals by priority goals as delineated in logic models and its CDC plan, such as:**

**1. Initiation:**

- **Increase support for raising state tobacco excise tax**

**2. Secondhand Smoke**

- **Increase the number of communities adopting stronger secondhand smoke ordinances.**
- **Increase the number of school districts adopting 100% TFS**

**3. Cessation**

- **Increase statewide coverage for NRT and reimbursement for counseling**
- **Increase access and promotion of the state quitline**

**4. Disparities**

- **Increase the number of church and other faith-based organizations adopting model smoke-free policies**

**LTCP continue to strategically fund unique state programs, such as its college tobacco use and faith-based programs until other funding sources for these populations become available.**

**LTCP consider making the regular dissemination of Surveillance and Evaluation data that supports each of the strategic goals above a priority in its communication plan.**

**LTCP utilize its logic models and CDC Chronicles to assist in defining future strategic goals, ensuring that updates to the logic models, Chronicles and strategic goals are done annually.**

## **VI. Strengths**

The strengths of the LTCP remain central assets to the program. LTCP has a long track record of success in statewide tobacco control, has stable and recognized

leadership; has strong relationships with most statewide partners; and are a central resource for surveillance and evaluation data.

**LTCP should discuss if it is fully utilizing, communication and developing the following perceived strengths:**

- **LTCP has a unique ability to partner with local, state and national public health interests.**
- **LTCP is a central repository and disseminator of statewide tobacco surveillance and evaluation data.**
- **LTCP has a strong ability to facilitate new collaborations, partnerships and start-up programs.**
- **LTCP's commitment to and experience with diversity cuts across all program goals.**

## **VII. Threats**

Four primary threats were identified in the 2003 LTCP Strategic Plan: the tobacco industry; tobacco lobbyists, the restaurant association, and the media. All four entities were thought to have the primary influence on shaping and forming public opinion regarding tobacco control policy. While these threats remain salient in 2005, new challenges have emerged. The new primary challenge to the strategic plan and mission of the LTCP involves *internal* rather than external threat to the program. The LTCP has a new challenge: significant statewide funding of the Tobacco Free for Living (TFL) program has resulted in duplication of services and programs. A lack of a detailed operational plan between the two organizations threatens the mission of both. To address these threats, UNC TPEP recommends that:

**LTCP program staff consider working with TFL staff, and other statewide partners, to create a statewide strategic plan by the end of 2005 that is: comprehensive, collaborative, avoids duplication of services and programs, and takes advantage of the strengths of each partner.**

## **Appendix C. 2005 National Tobacco Conference Abstracts**

### **Gaining Access to Rural Communities Through a State Health Department and AHEC**

**Diane Hargrove Roberson, MSW**, Louisiana Department of Health and Hospitals, Office of Public Health Tobacco Control Program

**Problem/Objective:** Underserved communities are often difficult to penetrate due to a lack of organized viable community based organizations.

**Methods:** The Louisiana Tobacco Control Program established a partnership with the Southwest Louisiana Health Education Center as a means of reaching multiple municipalities in underserved regions. Stages of partnership: 1) Review and Development of the common goals and gap areas of SHD and AHEC, 2) SHD offers subcontracts, advocacy training, and continued prevention and cessation education training through technical assistance, 3) Services and interventions delivered and implemented; involving culturally responsive activities, local ownership of problems and solutions, leveraged Americorp human resources, funding of programming activities, and expansion of the partnership with businesses, civic groups, and cultural arts agencies using social marketing techniques. 4) Measurable outcomes

**Results:** The Louisiana Tobacco Control Program and Southwest Louisiana Area Health Education Center initiatives support complimentary tobacco prevention and cessation activities based on their individual agency missions to meet both organizations goals. This partnership began in 1996 and has resulted in Community Assessment, dissemination of prevention, cessation, disparities information, local awareness of statewide services, legislation and programming, prevention, cessation education through local community Coalition building.

**Conclusions:** Louisiana has benefited greatly from working with Southwest Louisiana Health Education Center. This partnership has foster stronger commitment to rural communities overall. The AHEC network has offered a healthy infrastructure that has welcomed tobacco prevention and control initiatives into Southwest Louisiana and beyond.

## Comprehensive Smoking Cessation: Non-Traditional Partnerships

**Chrishelle H. Stipe, MPH**, American Lung Association of Louisiana,

**Problem/Objective:** Although tobacco cessation programs are available to Louisiana smokers, many are unaware of the services. Many smokers want to quit, but have a difficult time finding services to assist in successfully quitting tobacco use.

**Methods:** Currently, Louisiana offers a toll-free quitline and smoking cessation group counseling, Freedom From Smoking (FFS), through the American Lung Association. To increase the awareness of these cessation programs: we conducted presentations at meetings that are not tobacco-related, participated in community forums held in diverse and disparate communities, and partnered with inter- faith, colleges and universities, community organizations, worksites, public health units, hospitals and area drug rehabilitation centers. A database was formed and a newsletter is emailed to all contacts statewide.

**Results:** As a result of these efforts, we have increased awareness of existing cessation services in urban and rural Louisiana and identified opportunities to reach often-isolated population groups in smaller communities. There is an increased interest in establishing FFS clinic sites in non-traditional locations. Non-traditional partners agreed to undergo training to provide the FFS program and distribute literature regarding the state quitline services.

**Conclusions:** The collaboration of tobacco cessation programs and non-traditional partners increases program effectiveness by raising awareness among diverse, disparate and often-isolated populations, and therefore, increasing utilization of cessation resources. These partnerships also increase the establishment of tobacco cessation sites in non-traditional settings.



## Initiating an "Imperative for Parity" in Rural African American Communities

**Brenda Bell Caffee**, Caffee, Caffee and Associates

**Problem/Objective:** African Americans are disproportionately affected by tobacco use and exposure. The smoking prevalence in Louisiana's ethnic communities exceeds the national average and thereby the Louisiana Tobacco Control Program (LTCP) has made reducing this obvious disparity a priority.

**Methods:** We addressed this problem by: working with existing African American advocates, identifying potential community leaders, developing a database of stakeholders, and planning and conducting a statewide summit followed by local community level forums. From these contacts we developed a database of stakeholders and through individual parish meetings, neighborhoods engaged in dialogue that promoted ongoing meetings to create strategies to promote Louisiana LTCP objectives of creating a structured network.

**Results:** LTCP has empowered individuals and communities through the creation of regional networks and partnerships that have been instrumental in developing strong relationships with community leaders and stakeholders. Through these relationships, we have made connections with leaders representing other communities of color and cultures.

**Conclusions:** We expected to incorporate the same top-down approach used in well funded programs in California, Massachusetts, and Florida. However, Louisiana required a bottom up approach through community members who were easily transformed into advocates despite minimal and sometimes no funding. We expected the need of these impoverished populations to handicap our educational efforts. However, we were surprised at the audiences' innovative approaches through creative messaging such as small town parades, public health celebrations in churches, and a southwest Louisiana Cancer survivor's group who is creating social support for senior citizen's attempting cessation.

## Gaining Earned Media By Befriending the Smoker

**James E. Dissett, BA,** Riester~Robb Advertising and Public Relations

**Problem/Objective:** Faced with tight budgetary constraints, how can a tobacco cessation program gain the attention of media and convince tobacco users to utilize available cessation services?

**Methods:** By providing a sympathetic ear to smokers and other tobacco users – and utilizing a strong, visually impactful approach to events – the Louisiana Office of Public Health Tobacco Control Program was able to drive usage of its helpline and garner crucial media earned media attention of the service. The state's "Take A Break From Smoking" events, held in five cities across Louisiana during summer and fall 2004, utilized an eye-catching, 20-foot-tall giant cigarette butt to attract both smokers and media cameras. Smokers and non-smokers attending the events were encouraged to physically write their frustrations with tobacco directly onto the cigarette, creating a massive "testimonial" banner and terrific visual for TV and print journalists.

**Results:** Over the course of five "Take A Break" events, the Louisiana Tobacco Control Program reached nearly three million media consumers across the state and gathered the attention of hundreds of Louisiana residents. By partnering with local health partners and corporate sponsors, the program was able to keep the total budget for all five events, including the construction of the giant cigarette prop, to under \$15,000.

**Conclusions:** Utilizing targeted media relations and community and corporate sponsorships, state health departments can effectively reach the adult smoking audience on limited budgets.

## **Youth Advocacy vs. Lobbying: The Peers Against Tobacco Model**

**Barbara J. Barras**, Louisiana Tobacco Control Program, Youth Advocacy Consultant

**Diane Hargrove-Roberson, MSW**, Louisiana Department of Health and Hospitals, Office of Public Health, Tobacco Control Program

Audience: Non-profits and Governmental Agencies and Youth Advocacy Groups

**Key Points:** To Present a clear definition of the differences between advocacy and lobbying. The do's and don'ts to protect 501 © (3)'s in policy changes through local, state, and national legislatures through education of the issues as it pertains to tobacco control. To give proven examples of advocacy that has worked in the past. Many youth advocacy groups are sponsored by non-profits and governmental agencies working at State Capitols, City Councils, School Boards, and the United States Congress to influence legislature that will benefits the outcomes of tobacco control programs. Under the IRS codes and corporate structure there are clear boundaries of what you can and cannot do in the process of educating lawmakers for policy change. This workshop will clearly define the roles of these agencies that does not overstep the boundaries of lobbying that can disrupt an agency's goals by doing activities that are defined as illegal under the IRS codes.

**Educational Experience:** Participants will be able to plan and implement rallies, petitions and other public forums for the purpose of educating the public and lawmakers for the need of policy change in tobacco control.

**Benefits:** This workshop will give participants hands on action plans to implement programs that have been proven to impact tobacco control policy change for the health of their communities, states or on a National level.

## **Public Policy and Advocacy Strategies- Interfaith Health Organizations Play an Important Role in Policy Change**

**Bobby Washington**, Holy Temple Church of God in Christ

Abstract:

**Problem/Objective:** Faith communities are underutilized in tobacco prevention and control activities related to cessation services and eliminating exposure to secondhand smoke.

**Methods:** (1) Recruit and train health ministers of interfaith communities on the importance of tobacco prevention and control. (2) Conduct Interfaith Health Summit to introduce faith leaders from various denominations to one another and coordinate strategic planning. (3) Work collaboratively with various public health entities to implement programs in faith communities. (4) Provided innovative and strategic ways of building support for policy changes related to tobacco prevention and control. (5) Development of the Louisiana Interfaith Health Project Faith Based Resource guide.

**Results:** Through this process, a viable statewide Interfaith Health Coalition has been built. Faith communities in Louisiana are becoming increasingly engaged in the tobacco prevention and control movement.

**Conclusions:** The Louisiana Interfaith Health Project has helped in establishing policy changes in faith based organizations and communities statewide. The project has been successful in increasing rural access to services, bringing communities of color to the mainstream of tobacco control in Louisiana, and helping faith leaders influence their local legislators in making policy changes that are beneficial to their constituents.

## **New Strategies for Two Special Populations: Smokers over 50 and Smokers in Rural Communities- New Strategies for Attracting and Treating Smokers Over Age 50**

**Richard K. Delano, BS**, Social Marketing Services, LLC,

**Krista V. Schaafsma, BS MT**, Prevention Pointe, LLC

**Tim Riester**, Riester~Robb Advertising and Public Relations,

**Diane Hargrove-Roberson, MSW**, Louisiana Department of Health and Hospitals

**Pauline Lapin, MHS**, Department of Health and Human Services

Audience: Tobacco control leaders, cessation managers, tobacco cessation counselors, clinicians of various experience levels will gain valuable new and actionable tools.

Key Points: 1. Important new strategies are being tested to reduce the cost of attracting older smokers to state-offered cessation support. 2. A meta-analysis of older smokers currently served by state quitlines provides revealing new insights about this special population. 3. Interviews with cessation counselors treating older smokers highlights beneficial approaches for improving long-term success. 4. The Center for Medicare and Medicaid Services recent study of treatment modalities provides insights on what appears to work best for smokers 65 and older. 5. Several factors compel those communicating with older smokers to tailor cessation outreach campaigns in specific ways.

Educational Experience: Each of the five panelists briefly introduce one key point via PowerPoint. Attendees will then see a video tracking 10 older smokers who are exposed to a new advertising campaign tailored for this special population over an eight-week period to help attendees humanize the older smoker's cessation challenge. Finally, each panelist will comment on the points made in the video that reinforce key learning points. 20 minutes will be provided for Q and A.

Benefits: Attendees will be able to describe new strategies to enhance cessation marketing to smokers over age 50 and demonstrate new treatment approaches to improve outcomes for smokers over age 50. They will also understand the relative importance of this special smoker population as Baby Boomers enter this age group in large numbers.

## **College Coalitions: Lessons from Four Statewide Approaches**

**Jan L. Gascoigne, CHES PhD**, BACCHUS & GAMMA Peer Education Network

**Katy Kupecz, CHES MPH**, Colorado Department of Public Health and Environment,  
State Tobacco Education & Prevention Partnership

**Diane Hargrove Roberson, MSW**, Louisiana Office of Public Health, Tobacco Control  
Program

**Reina Sims, MS**, Ohio Tobacco Use Prevention and Control Foundation

**Dawn Berkowitz**, Maryland Department of Health & Mental Hygiene

**Audience:** This panel will provide information for anyone interested in working with young adults and focusing on building comprehensive collegiate programs.

**Key Points:** The key points to be discussed in the panel are: 1) How states and foundations developed plans to address the young adult population by working with their campuses to build comprehensive campus wide programs 2) How campuses can be viewed as a small community and tobacco control work can be focused on the CDC's four goals: prevention, cessation, advocacy and elimination of disparities. 3) Ways that statewide campus coalitions can be formed to work with students and staff to address tobacco control issues on and off campus. \* **Educational Experience:** The audience will learn how to build comprehensive campus programs on individual campuses and by statewide coalitions. The programs will focus on prevention, cessation and advocacy efforts that students can undertake on campus and in the surrounding communities.

**Benefits:** This workshop will provide tobacco control advocates with ways to reach out to the young adult population using the campus as a vehicle to deliver the tobacco control messages on the campus and in the surrounding community.

## **Appendix D. Summary of LTCP Contractor activities**

The Louisiana Tobacco Control Program received year-end activity summaries from organizations with whom it contracted services during 2004-5. These included Café, Café, and Associates, the Interfaith Project, Gibsland Youth Centers, and two new programs working on disparities, the SMS college program and the over 50's program.

### **College Campus Initiative**

- The Bacchus and Gamma Peer Education Network is a nationally known group from Denver, Colorado that developed the Step by Step Educational Resource Program. The Network is dedicated to providing colleges and universities with knowledge, materials, on-going support and education to empower healthy decision-making among peers on issues such as tobacco prevention. Modules of the Step by Step program were provided to contractors to work with their perspective colleges and universities. A presentation to College and University Presidents and Chancellors resulted in thirteen campuses signing on to the program. Two Smoke-free College Initiative Summits were held: one in southern Louisiana in Thibodaux, and one in northern Louisiana in Bossier City. Discussion topics included *The State of Tobacco on Your Campus*, *Workplace Policies on Your Campus*, *Faculty, Staff and Student Health Issues* and *Peer Leadership*.
- The results of this campus initiative: one school is considering the possibility of a smoke-free campus, one campus made their Nursing School a smoke-free campus, one was awarded a grant to educate students and the surrounding communities about second hand smoke, and another campus is planning designated smoking areas.

### **Adults over 50 Initiative**

- Of the 24% of adults in Louisiana that currently smoke cigarettes, half are adults over the age of 50. Social Marketing Services (SMS), LLC, collaborated with one of the Louisiana Tobacco Control Program's former media contractors to develop the *Life After Tobacco™ Campaign* to increase the number of older smokers seeking support and the number of older smokers who remain tobacco free after receiving support. The Campaign has three components: 1) *Tobacco Free After 50 – Unlock the Power of your Body to Heal*, a self-help guide with personal success stories, expert advice, and an individualized quit plan; 2) *Life After Tobacco™*, an advertising campaign for the older smoker segment, including TV, print, radio ads, and promotional/PR extensions.; and 3) *Life After Tobacco™ Older Smoker Referral Network*, a network of organizations providing services to individuals over 50, such as AARP, the Governor's Office for Elderly Affairs, Louisiana Pharmacy Association, and the Attorney General's Office. The members of the network give out referral cards that include the 1-800-QUIT-NOW cessation helpline number and also list the benefits of quitting smoking.
- During the past year, SMS identified potential network partners, screened them for interest, met with potential network partners to determine their level of involvement through existing outreach methods, convened the first network planning meeting, presented the plan for *Life After Tobacco™ Older Smoker Referral Network* at the

LTCP's annual meeting to Louisiana organizations who may be interested in supporting the network and developed and promoted a mini-grant workshop for these organizations.

## **Interfaith Health Project**

- The Interfaith Health Project developed a statewide chapter of the National Health Ministries Association (NHMA), an organization whose mission is the encouragement, support, and development of whole person ministries integrating faith and health.
- During the LTCP's annual meeting, the Interfaith Health Project conducted a faith-based track, educating clergy and lay health people on the value of health ministries in faith based organizations.
- The Project received a grant from the Campaign for Tobacco Free Kids to advocate for an excise tax increase on tobacco products, and it advocated for a bill that the Governor had placed at the top of the legislative agenda. Although it was withdrawn because it did not have enough votes to pass in the House of Representatives, the Governor did appropriate \$1.5 million to the Office of Public Health for tobacco prevention and education programs.
- There are currently over 150 faith-based organizations involved in the LTCP Interfaith Health Project.

## **Gibbsland Youth Community Resource Center**

- The Gibbsland Youth Community Resource Center conducted 25 tobacco control presentations and four regional community forums to parish, municipal governments, school boards, local organizations, civil, community groups on passage of local smoke free air ordinances.
- The Center conducted 10 presentations at worksites/public places that employed more than 25 persons.
- The Center organized a local coalition group of youth to support and carry tobacco prevention message in 3 parishes.
- The Center established a working group at Louisiana Tech University (Student Nursing Association) that conducted a campus survey (developed from the STEP BY STEP Program). The group distributed over 474 surveys at campus Health Fair and the Great American Smoke Out Day. Survey respondents favored a change to a no smoke policy. The group will present its data to Campus Student Government Council and advocate for policy change.
- The Center promoted the 1-800-LUNG-USA cessation helpline in newspapers in seven parishes and distributed over 7,500 pieces of pamphlets of Tobacco Prevention to adults and youth.
- Identified 27 restaurants/cafes/eating establishments in local areas to establish smoke free places to patrons.
- The Center worked with 10 local restaurants owners to establish a working group to promote smoke-free establishments and express the positives of going smoke free.



- Gibsland and Grambling have been working on approving a SMOKE FREE ORDINANCE. On July 7, 2005 the City of Grambling passed a No-Smoking Ordinance. The Town of Gibsland is still working on an ordinance.
- One school in grant area is totally Smoke-Free, and we continue to identify and work with School Boards to establish total Smoke-Free Campuses.
- Established Communities of Excellence training in local to educated youth, adults, store owners, and local elected officials.

## Diversity Consultant

- Ten conferences and trainings occurred. Examples of outcomes from conferences and trainings include a meeting with Grambling State University representatives on implementing the Bacchus and Gamma Program in the 2005 school year, discussing the prevalence of smoking on campus efforts to encourage cessation and prevention to students. Conversations occurred with Northwestern State University about their desire to collaborate on Tobacco Control Initiatives on campus.
- Implemented a revised electronic schedule after receiving training in new system and implementing software to install the new program.
- Worked with OPH to create documents chronicling suggestions received at the Bacchus and Gamma Peer Education trainings in Bossier City, LA and Thibodaux, LA.
- Worked with OPH staff to plan for the December Annual Statewide Conference: "The Movement Then, The Vision Now, Inclusion Always".
- Presented two sessions at the Louisiana Tobacco Control Program Community Health Promotion Statewide Conference: *"From Enslavement to Empowerment-The History of Tobacco"* and *"Diversity Panel-Testimonials from Louisiana's Diverse Populations"*.
- Presented at the National Conference on Tobacco or Health in Chicago, IL on the subject of *"The People Rising: African American Communities put Tobacco Control on their Agendas"*.
- Attended over 20 community meetings, including a meeting with Willie Wallace of the Hammond Addictive Disorders Clinic and Rev. Hart, president of the National Council of Churches for a future town hall meeting; a meeting with Mayor Martha Andrus of Grambling, and staff from the Physical Education Department of Grambling State University to plan for future activities in the town of Grambling and the campus of Grambling State University; hosted a meeting with Chief Warhorse Gillum of the St. Tammany Parish Native American Indian Tribe; a town hall meeting at the monthly tribal meeting for the St. Tammany Parish Native American Indian Tribe; a meeting with Campti Senior Adult Program, Campti, Louisiana to discuss collaborative efforts in the city of Campti, LA and surrounding regions including Natchitoches and Rapides Parishes; a presentation at the Campti, LA Community Town Hall Meeting where City Council members were encouraged to support Smoke Free initiatives and policies in their city; a meeting with Charles Hart of the Sweet Home Baptist Church of Slidell, LA, Reverend Andrew Jackson of Mount Bethel Missionary Baptist Church of Hammond, LA, and Willie Wallace of Hammond Addictive

Disorders Clinic held a meeting to discuss tobacco control initiatives in the Hammond, Louisiana area; attended and presented at a community meeting in Ruston, LA; the Louisiana Chapter of the National Conference of Black Mayors in Columbus, OH to educate on the effectiveness of clean indoor air; hosted the Northern Louisiana Mayors and Pastors Meeting; attended and presented at the annual St. Tammany Parish Native American Indian Tribe Pow Wow and Health Fair in Slidell; and planned and hosted a Pastoral Breakfast for the Ministers of North Louisiana.

- CCA displayed the “Big Cigarette” and solicited signatures and memos concerning tobacco and secondhand smoke from community participants at various events, including the Grand Finale of the “Big Cigarette” Campaign which was hosted in Baton Rouge, LA.
- Prepared three new resource lists, including the Louisiana Chapter of the National Conference of Black Mayors with a contact list of all the African American mayors in the state of Louisiana; the Louisiana Black Caucus with a contact list of all African American legislators in the state of Louisiana; and a Case Study of LOPH-TCP Successes- a report detailing primary successes of LOPH-TCP.

## **Youth Advocacy Consultant**

- Peers presented to 10 teams of youth from Region 3, a total of 75 youth and 15 adults. The consultant trained 8 teams of youth in Ruskin Louisiana for Region 8 via three-day trainings in tobacco control, advocacy, and media literacy for utilization in action plans for the following year. Fifteen groups created Kick Butts Day events in their action plans.
- The consultant conducted a youth summit in Jennings Louisiana for 57 youth and 19 adults. The National Campaign for Tobacco Free Kids did youth advocacy presentations as well as the Southern Regional Youth Advocate and the East Regional Advocate. This summit created a Peers Against Tobacco group in Alexandria, Grambling and Monroe.
- The consultant partnered with American Cancer Society, Children’s Coalition, and Campaign for Tobacco Free Living on a Region 3 Tobacco Summit with 70 youth from Lafourche, Terrebonne, St. Charles, St. John, St. James and Assumption parish. Youth worked on letter writing campaigns for smoke free workplaces, educating restaurants about second hand smoke, hanging second hand smoke info on doors, and interviews with media.
- The consultant worked with advocates in the Village of Napoleonville to support a 100% smoke free workplace ordinance, including gathering signatures to put this on the ballot for a vote.
- The consultant worked with ACS on Houma with ordinance examples.
- Peers testified at the Lafayette City Council for a Smoke Free Work Place ordinance and also submitted information on amendments that were added to help stop exemptions to nursing homes.
- Peers presented at the Office of Public Health, Adolescent Health Initiative, Young Women’s Health Summit in New Orleans, the Teen Summit in New Orleans, the National Conference on Tobacco or Health for the College Initiative and Advocacy vs. Lobbying the Peers Against Tobacco mode, and the Statewide

Louisiana Tobacco Control Conference in Kenner, LA. The current Peer President was recognized by the Louisiana Office of Public Health, Tobacco Control Program as Youth Advocate of the Year and the consultant was recognized as the Community Advocate of the Year.

- Peers testified for the Governor's Excise Tax raise and the educated all legislators statewide about tobacco issues. We also submitted the CDC profile of funding in Louisiana for Tobacco Control from 2003. Peers partnered with the Louisiana Interfaith Health Initiative and the Black Mayor Caucus to educate about the excise tax, partnered with the Louisiana Lung Association for a press conference, and testified about the Louisiana Clean Indoor Air Act.
- Published and distributed 25 complete guides with CD Rom resource guide, uploaded onto [www.peersagainsttobacco.com](http://www.peersagainsttobacco.com) website, with 8,200 guides being downloaded.
- Power point presentation and information on smoke free school policies given to Assumption, St. James and Lafourche.
- Conducted the Southern Regional College Initiative Summit at Nicholls State University on September 23, 2005. Due to a tropical storm and torrential rain LSU, Southern, and Tulane were not able to attend, but the rest of the Universities in the Southern region including private campuses did attend. A survey for students will occur the fall of 2005 to be completed by mid term. From this survey, new tobacco control policies will be adopted in the Spring. Tulane has made their nursing school a smoke free campus. If this survey tool is successful, it will be utilized at other universities throughout Louisiana.
- Peers Against Tobacco Coalition partnered with Joy Dara Ministries in Alexandria, Dulac Community Center in Dulac, New Rocky Baptist Church in Grambling, Region 3 and Region 8 Teen Institute teams, Gibsland Community Center, Interfaith Health Initiative, Black Mayors Caucus, Assumption Parish Sheriff's Summer Camp, 4-H, Campfire Girls, Lafourche Parish Drug Free Schools, Lafourche Parish D.A.R.E., and Assumption Parish D.A.R.E.
- We added 1-800-LUNG-USA to our website. In January, Dr. Phil did a show on New Year's Resolutions and told viewers that the Lung Association Freedom from Smoking was the best program. So many viewers hit the Lung Association site that they crashed not only the Lung Association but all of Kintera sites, ACS, AHA, Smokefree.net, Smokescreen.net, etc. Through Google, 27,000 people hit the Peers Against Tobacco site because of the 1-800-LUNG-USA number. The website averages 6,000 hits per month, with 8200 downloads of the Facilitator guide, 2600 downloads of KBD, and 232 Yaya nomination forms.





## **Appendix D. Electronic Progress tracking System report**

### **Tobacco Control Events By Goal Area and State Objective**

Begin 10/2/2004 End Date: 2/2/2005

Partner / Objective (Deliverable) / Event Date / ID / Name /

Deliverable Met / Media / Policy Change / Program Change

#### **Cessation**

##### ***Increased number of calls to helpline***

###### **Gibbsland Youth Community Resource Center**

11/30/2004 GIBAJL00011 Promote 1-800-LUNG-USA Cessation Helpline  
Promoted Cessation Helpline in parishes newspapers (Bienville, Claiborne, Lincoln, Jackson, Union, and Red River).  
News Article forward in paper report.

12/1/2004 GIBAJL00014 Promote 1-800-LUNG-USA Cessation Helpline  
Continued Promoting Help Cessation Helpline in local newspapers

1/9/2005 GIBAJL00017 Promote 1-800-LUNG-USA Cessation Helpline  
Promoted Cessation Helpline in Lincoln Parish Newspaper

#### **Disparities**

##### ***Increased support for smoke-free campus policies***

###### **Gibbsland Youth Community Resource Center**

10/12/2004 GIBAJL00002 Student Tobacco Education Program (STEP by STEP)  
Conducted initial student advocacy group meeting with teachers/administrators/students at Louisiana Tech University. Participants brainstormed to plan for additional meetings and future activities. A health fair is scheduled and activities for a campus "Great American Smokeout Day".

11/1/2004 GIBAJL00009 Student Tobacco Education Program (STEP by STEP)  
La. Tech. Student Advocacy Group distributed information on Cessation Helpline (1-800-LUNG-USA) at student dorms, posted anti-tobacco poster around campus, provide tobacco prevention at Student Counselling/Resource Center, NOSE TV spot about being Tobacco Free was aired on campus TV Network for the month of November, and campus survey about use of tobacco on campus will be analyzed after completion for data to be presented to SGA and Policy Council.

##### ***Increased number of college campuses adopting smoke-free policies***

###### **Southwest Louisiana Area Health Education Center**

10/2/2004 SOUJAB00007 Step by Step meeting  
0  
meeting with Americorps on ULL Campus to discuss first activity of the step by step campus group

###### **SWLAHEC**

10/18/2004      SOUJAB00001      Great American Smoke Out/ Go Cold Turkey  
15

ULL campus activity. Americorps held an on-campus tobacco awareness day on Great American Smoke out 10-18-04. Information was handed out to students, students were asked to hand in their cigarettes in return they were given "goodies" . Great awareness campaign

Established  
working group for  
policy action

***Increased awareness of dangers of tobacco use, SHS, and cessation resources among populations with tobacco-related disparities***

**Gibbsland Youth Community Resource Center**

10/20/2004      GIBAJL00003      1st Annual Pinkie Wilkerson Memorial Health Fair

Take Control of Your Health!!! And Keys to Healthy Living Health Fair was held in the City of Grambling with Health Education Workshops/Information Stations. Our organization set up booth and distributed 250 pamphlets and brochures, promoting the Helpline phone number (1-800-LUNG-USA)

**Initiation**

***Increased youth knowledge of dangers of tobacco use and SHS***

**Empowering Communities of America, Inc.**

1/4/2005      EMPCWT00012      Distributing pamphlets in the student union bldg.

Campus education through the distribution of tobacco prevention materials

1/5/2005      EMPCWT00013      3D Workshops conducted Bi-monthly meeting

Health and safety workshop sponsored by student life members

1/6/2005      EMPCWT00014      Showing videos and presenting speakers

Assisting in the presentation of the introduction of the school based dorm safety coalition where I was allowed to present a dorm/smoke-free school presentation

1/8/2005      EMPCWT00015      Presented workshops for sororities

presented tobacco education workshop for sorority collaboration meeting

1/10/2005      EMPCWT00016      Developmental education workshop

Presented tobacco prevention presentation during developmental education workshop held for students

1/11/2005      EMPCWT00017      Displayed materials on smoking prevention

Set up tobacco prevention display/ posters in union building with Contractor Cliff Thomas to promote the dangers of tobacco products to include secondhand smoke and to make students aware of the campus tobacco initiative.

1/12/2005      EMPCWT00018      Passed out materials in the student union

passed out tobacco prevention materials to students during the lunch hour to educate them about the dangers of tobacco as well as seek support for the campus tobacco prevention program.

1/15/2005      EMPCWT00019      Conducted outreach clinic at community recreation

Conducted outreach tobacco clinic at community recreation center that is attended by many students in the campus area

1/16/2005      EMPCWT00020      Community outreach program

0

conducted community outreach program by providing tobacco education materials in the common area of the church

1/17/2005      EMPCWT00021      Developmental education workshop

presented tobacco prevention materials at developmental workshop held for students  
 1/23/2005            EMPCWT00022    Information and Orientation session on AI, drug, tobacco  
 Presentation regarding the dangers of drugs and tobacco including secondhand smoke

### **Gibbsland Youth Community Resource Center**

10/28/2004            GIBAJL00004    10th Annual Louisiana Tech Wellness Fair  
 La. Tech sponsored a Campus and Community Health Wellness Fair for students and concerned citizens. Campus groups participated along with local health providers from the parish. Local Student Nursing Association (SNA) members who are part of La. Tobacco Control Program advocacy group operated a booth with tobacco prevention materials, a tobacco prevention static display board, conducted 170 baseline surveys for data concerning students' views on tobacco use on campus, promoted the smokefree helpline, and distributed information about the upcoming campus "Great American Smokeout Day" activity.

11/13/2004            GIBAJL00007    Louisiana Tech - Great American Smoke Out Day  
 Great American Smoke Out Activities on La. Tech. University. Student Tobacco Group conducted more surveys, displayed Anti-Smoking Posters, distributed tobacco prevention pamphlets, and hand out other tobacco related information from health area.

### **Southwest Louisiana Area Health Education Center**

1/4/2005            SOUJAB00014    Smoking Prevention for elementary school children  
 Tar wars presentation to 118 children, gathered postcards to send to school board

### ***Increased support for TFS policies***

#### **Empowering Communities of America, Inc.**

1/1/2005	EMPCWT00006	Deliverable 4	0
Summit previously attended in June 2004 and information provided in June 2004 report			

### ***Increased number of youth actively involved in tobacco prevention activities***

#### **Empowering Communities of America, Inc.**

1/2/2005	EMPCWT00010	Inter-fraternity Council Workshop	0	
Tobacco presentation was made to representatives of various fraternity members at their workshop regarding health and safety				Established working group for policy action
1/3/2005	EMPCWT00011	Union Board Meeting	0	
conducted tobacco prevention presentation for members of the university's union board				Established working group for policy action
1/13/2005	EMPCWT00005	Deliverable 3	10	
Contractor met with youth and youth leaders on January 13, 2005 to discuss the formation of a youth coalition to address tobacco prevention and education among youth. Every one attending stated that this was a great idea and that they would work with ECOA to build this coalition. Tobacco education materials were given to each. This group is a community coalition that meets at a local library and have youth within the school system that they will try to recruit for coalition participation.				Established working group for policy action



### ***Increased number of school districts adopting TFS policies***

**Empowering Communities of America, Inc.**

1/1/2005	EMPCWT00008	Deliverable 6
----------	-------------	---------------

All parish schools were previously contacted regarding their school's tobacco policy. Each school system in the parish's contract focus had existing smoke-free policies. These policies were deemed by OPH-TCP not to address the broader scope of comprehensiveness as it relates to being totally smoke-free on their campuses and events sponsored by that particular school. Meetings are currently being held to introduce the tobacco program to school boards within the contract region and will continue until all schools are addressed and the process of policy changes are in place. This will be

***Increased knowledge of media literacy in community***

## Gibbsland Youth Community Resource Center

10/3/2004	GIBAJL00001	UNC CHAPEL HILL Tobacco Prevention and Evaluation
-----------	-------------	---

Received training from UNC Chapel Hill on Tobacco Prevention and Evaluation Program (Progress Tracking System Training)

## Policy maker recruited to improve

## SHS

***Increased public support for adoption and enforcement of smoke-free policies***

**Empowering Communities of America, Inc.**

1/10/2005	EMPCWT00003	Deliverable 2
-----------	-------------	---------------

0

Contractor met with Beverly Busher of St. Francis Medical Center to discuss support of ECOA efforts to get local hospitals to become totally smoke-free to include the grounds area. St. Francis already has a smoke-free facility and grounds policy and will partner with me to support other facilities to become totally smoke-free

## Southwest Louisiana Area Health Education Center

12/7/2004	SOUJAB00005	Introduction of Clean Indoor Air Ordinance
-----------	-------------	--

0

Introduction of the CIA ordinance to the Lafayette City Parish Council. Provided the council with an educational basket full of products with chemicals in them that are also found in second hand smoke

12/21/2004	SOUJAB00006	Clean Indoor Air Ordinance
------------	-------------	----------------------------

0

Vote on the Clean Indoor Air/ Smoke Free worksites

1/3/2005      SOUJAB00013      CHARGE Planning workshop

CHARGE coalition members discussed and wrote official statements for the proposed amendments. History on council members and strategy to approach them. Media plan for education pieces for the ordinance.

1/11/2005	SOUJAB00015	Smoking Ordinance Briefing
-----------	-------------	----------------------------

This event was held in response to tabling the ordinance on December 21st . At this public briefing, parties from both sides were able to comment to the city council members about the ordinance. Volunteers for the coalition spoke in favor of the ordinance. Our volunteers are diverse in the categories of age, race, income level and experience. The CHARGE coalition has been represented well by the volunteers who have continuously called, and written their councilmen

2/2/2005                      SOUJAB00012              Laf. Ordinance Community Education Forum  
5

Education Forum held for Lafayette City Parish Council members to educate them on the coalition position on the proposed amendments, and to hear their concerns and ideas about the ordinance as written and the proposed amendments.

Established working  
group for policy action

## ***Increased public knowledge and awareness of dangers of SHS***

### **Gibbsland Youth Community Resource Center**

11/8/2004                      GIBAJL00006              Bienville Parish PineBelt Headstart - Parent Night

Conduct Tobacco Control Prevention presentation at monthly Parent's Meeting. Presented information on hazardous of secondhand smoke in the home, workplace, and public areas. Display posters on causes and effects that tobacco use causes to others as well as the smoker. Distributed pamphlets and brochures on tobacco prevention and provided parents with phone number for Tobacco Helpline for 1-800-LUNG-USA.

## ***Increased number of new smoke-free policies adopted***

### **Empowering Communities of America, Inc.**

1/1/2005                      EMPCWT00001              Deliverable 1  
0

Contractor is currently scheduling presentations with school boards, municipal governments, and businesses in an on-going effort to affect existing policies relating to establishing smoke-free policies

Established working  
group for policy action

1/25/2005                      EMPCWT00004              Deliverable 2  
0

Contractor met with Dr. Tammy Jones of LSU Medical Center to discuss partnering with ECOA to approach the administration of the medical center in partnering with ECOA to approach the administration of the medical center in affecting a smoke-free policy in break areas as well as on the grounds of the medical acenter. She will schedule a meeting for the two of us with medical center administrator and we will discuss this issue

### **Gibbsland Youth Community Resource Center**

11/1/2004                      GIBAJL00005              Town of Gibbsland - Monthly Meeting

Attended Town of Gibbsland Monthly Meeting to present tobacco Prevention Ordinance for review and future adoption. Group was unable to get on agenda but was permitted to discuss item at end of meeting via OPEN DISCUSSION BY COMMUNITY CITIZENS. Draft ordinance was presented by Alderman Anglin (Advocate of Tobacco Control Team). Item was placed on next month's agenda after review by Alderman and Town's Attorney. Next meeting is Monday, December 6, 2004 at 6:30 p.m.

12/6/2004                      GIBAJL00012              Town of Gibbsland - Monthly Meeting

Attended monthly Town of Gibbsland meeting to bring proposed Smokefree Ordinance to council for discussion or vote. Aldermen decided to tabled vote due to absent of lawyer. Tabled for future meeting. Follow up action will taken for item to be brought back on next month's meeting agenda.

1/3/2005                      GIBAJL00015              Town of Gibbsland - Monthly Meeting

Attended monthly Town Hall meeting to assist in passing of Local Ordinance to Eliminate Smoking in Public Places. This item was placed back on the agenda from last month. Item was tabled once again for further review on special meeting on Wednesday, Jan. 5.

1/5/2005 GIBAJL00016 Town of Gibsland - Monthly Meeting (FOLLOW-UP)

Contacted Alderman Dawson about Special Meeting, this was a closed meeting to the public because of Executive Session Items. He stated that ordinance will be adopted but with several changes to purposed copy ordinance.

(WILL CONTINUE TO FOLLOW-UP ON THIS ITEM AT NEXT MEETING)

### Southwest Louisiana Area Health Education Center

10/10/2004 SOUJAB00011 LCVC Presentation

Presented to Lafayette Convention Visitors Commission

## ***Increased number of local partners empowered to advocate for policies changes related to SHS and local control***

### Gibsland Youth Community Resource Center

11/18/2004 GIBAJL00008 Great American Smoke Out Forum

45

HELD GREAT AMERICAN SMOKE OUT DAY ACTIVITIES AT LOCAL RESTAURANTS BY CONDUCTING A FORUM TARGETING LOCAL PARISH CHAMBER OF COMMERCE MEMBERS, TEACHERS, AND PARENTS.

Established working group for policy action

Provide information to group to form a coalition to discussed tobacco control concerns within respective communities and workplaces.

Promoted and Distributed 1-800-LUNG-USA CESSATION Helpline to participants.

12/14/2004 GIBAJL00013 LTCP STATEWIDE TOBACCO CONFERENCE 2004

Attended LTCP Conference in Kenner, La.

### Southwest Louisiana Area Health Education Center

10/3/2004 SOUJAB00010 LEDA Presentation

1

Presented to Lafayette Economic Development Authority to discuss SHS and Lafayette ordinance.

Policy maker recruited

## ***Increased compliance with smoke-free policies***

### Empowering Communities of America, Inc.

1/2/2005 EMPCWT00007 Deliverable 5

0

Contractor will uphold smoke-free indoor air policies when conducting activities supported by OPH-TCP

1/6/2005 EMPCWT00002 Deliverable 2

0

Contractor met with Scott Polk of Wal-mart stores to discuss smoking policy in break areas within the store. He stated that he will review this matter with other management staff and for me to follow-up with him on this matter

### Gibsland Youth Community Resource Center

11/19/2004            GIBAJL00010            Smoke-Free Restaurants

Hollis Seafood Buffet, Spearsville, La ( Union Parish)  
Shoney's, 1401 N. Trenton, Ruston, La. (Lincoln Parish)  
KFC , 810 West Main, Homer, La. (Claiborne Parish)  
Louisiana Cajun Café & Catering, 2017 Farmerville Hwy, Ruston, La. (Lincoln Parish)  
Landry's Market Place, 2780 Hwy 33, Ruston, La. (Lincoln Parish)  
King Buffet, 907 West Main St. Homer, La. (Claiborne Parish)  
The Kountry Shack, 294 N. Main St., Marion, La. (Union Parish)  
PAK-A-BAG, 300 W. Main, Homer, La. (Claiborne Parish)

8

# Restaurant(s)  
change policy to go  
smoke-free